### HASSELBLAD



Hasselblad CFII Digital Camera Back Range



### Flexibility plus power

The Hasselblad CFII line of digital backs bring a new level of flexibility to the professional digital photographer, offering a 39 million pixel sensor and a choice of three storage options, the ultimate portability of a CF card, the ultra-fast 100GB Image Bank II, or tethered computer hard drive operation with extended controls. When used together with Hasselblad's i-Adapter, open camera interface option, the CFII line can be used with a wide range of cameras, bringing Hasselblad capture quality to your preferred camera platform. The CFII line of digital backs provides a true-color, multi-shot capture option and features Hasselblad's Star Image Quality, dramatically expanding the horizons of your digital photography.



CFII Back on a view camera

## Large format 48x36mm digital capture

The CFII backs provide higher resolution, less noise, and improved composition, using sensors that are more than twice the physical size of even the largest 35mm sensors. This means more and larger pixels, ensuring the highest possible image quality and perfect color rendering without gradation break-ups – in even the most subtly lit surfaces. With the optional Multishot upgrade option, you can increase the color resolution of your captures four-fold.



CFII-39 and CFII-39MS.

## Better color, better workflow, better business

CFII backs utilize Hasselblad's new, powerful color technology, the Hasselblad Natural Color Solution (HNCS). HNCS works invisibly in the background in conjunction with Phocus imaging software to produce outstanding and reliable out-of-the-box results, whatever the challenge, meaning that you never need to choose a specific color profile to suit a specific job.

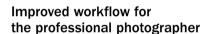
In addition, CFII backs use Hasselblad's custom raw file format, 3F RAW (3FR), designed to ensure that images captured on Hasselblad digital products are quickly and safely stored. 3FR files are stored using lossless image compression, reducing required storage space by 33%, and can be converted into Adobe's DNG raw image format. CFII image files carry a full set of metadata, including capture conditions, keywords and copyright.



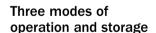


## IAA: quick and easy selection and classification of images

The CFII backs feature Hasselblad's Instant Approval Architecture (IAA), an enhanced set of feedback tools designed to drastically simplify the image selection process so you can concentrate on your shoot. Audible and visible signals and recorded information in the file and the file name make classification and sorting quick and easy, whether in the field or in the lab.



Phocus enables an image processing workflow that gives the highest degree of control for your studio photography. The latest version of the Phocus software enables you to manipulate color temperature and compare image details across multiple images for precise image selection. Phocus uses the 3FR files and runs on both Macintosh and Windows computers and allows you to provide free copies to all your co-workers and production partners.



CFII backs let you be as flexible as you need to be, with three separate storage modes: choose freely between the ultimate portability of a CF card, the ultra-fast 100GB Image Bank, or tethered computer hard drive operation with extended controls.

The Hasselblad CFII-39 and CFII-39MS digital camera backs are designed to work using the appropriate i-Adapters and cables with a wide range of Hasselblad and third party cameras:

Hasselblad H1, H2, H2F Hasselblad 555ELD Hasselblad 500EL/ELM500/553ELX Hasselblad 503CW+WinderCW

Hasselblad 500C/CM501C/CM503 CX/CXi/CW

Hasselblad SWC/SWC/M903 SWC905 SWC

Hasselblad 2000 FC/FCM2003 FCW201 F/203 FE205 TCC/FCC

Hasselblad FlexBody
Hasselblad ArcBody
Horseman DigiFlexII
Fuji GX680
Mamiya 645 AF
Mamiya 645 Pro
Mamiya RZ67
Mamiya RB67
Rollei 6000 series+AF camera
Contax 645 AF

Any view camera accepting Hasselblad Mount+Any shutter with X sync

Any view camera accepting Hasselblad Mount+Rollei electronic shutter with lens control

Any view camera accepting Hasselblad Mount+Horseman ISS electronic shutter with lens control





# Hasselblad Image Quality.

Resolution, Natural Color, Optical Purity, Clarity, and Detail are all key components in defining superior image quality. Hasselblad's Phocus imaging software provides both the automatic solution and the toolset for individual workflow and image quality management.

### Resolution - why Bigger is Better

- A large sensor format is the key to achieving exceptional image quality.
- A large sensor size allows the additional benefit of a larger focusing screen and thus a larger viewfinder image.
- Compared to 35mm, medium-format lenses allow for smaller apertures to be used maintaining a shallow depth-of-field, with reduced lens aberrations.
- Since the medium-format frame size is larger, images do not have to be enlarged as much, thereby improving the resolution of the final image.
- Technological advances benefit all sensor sizes equally.
   Larger sensors will always remain at the top of the scale.
- Medium-format lens resolution outperforms 35mm lens resolution – compare our images to those from any 35mm DSLR system.

#### **Natural Color**

The Hasselblad Natural Color Solution accurately reproduces the full visible color spectrum – be it skin tones, special product colors, or difficult gradations – easily and effectively, every time and with the use of a single color profile. Our complete knowledge of the filter and sensor characteristics of each individual camera has made this possible.

### Optical Purity (Hasselblad H-system lenses)

Digital Auto Correction (DAC) is Hasselblad's unique way of digitally correcting for the optical phenomena that create minor optical errors. Whether it is distortion, chromatic aberration or vignetting, DAC automatically corrects for these errors without struggling with sliders, numbers etc by using detailed lens information that resides inside the RAW 3FR file.

Read more at www.hasselblad.com

### **Technical specifications**

Hasselblad CFII-39

Sensor size: 39 Mpixels (5412x7212 pixels)

**Sensor dimensions:** 36.8x49.1mm 16 bit color ISO 50, 100, 200 and 400

CFII-39: Single

CFII-39MS: Single & Multishot

Image size 1-shot: Raw 3FR compressed: 50MB average, TIFF 8bit: 117MB

Image size 4-shot: Raw 3FR compressed: 200MB average, TIFF 8bit: 117MB

Longest shutter speed: 32 seconds

Image storage: CF card type II (write speed >20 MB/sec), Image Bank or tethered to Mac or PC

**Storage capacity:** 2GB CF card with room for (average): CFII-39: 40 images

Battery type: Sony  $^{\text{TM}}$  InfoLithium LNP-F series

Capture rate: 2.0/image sec

**Color display:** 2.5 inch TFT, 24 bit color Histogram feedback

IR filter: Multicoated. Mounted on CCD sensor Acoustic feedback

IAA - Instant Approval Architecture with acoustic feedback, and manual classification.

File format: 3FR lossless compressed

Software: Phocus, Mac OSX, NT, 2000, XP

Host connection type: Firewire 800 (IEEE1394b)

Operating temperature: 0-45°C/32-113°F

Dimensions

CFII-39; 81x81x53mm (WxHxD) CFII-39MS; 81x81x68mm (WxHxD)

Weight

CFII-39; 450g (excl. battery and i-Adapter) CFII-39MS; 600g (excl. battery and i-Adapter)

www.hasselblad.com